

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**IN RE APPLICATION OF:** TA-CHING PONG

**SERIAL NO.:** 09/881,815

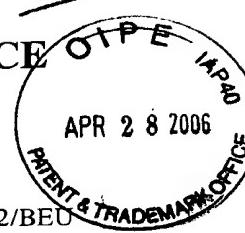
**FILED:** June 18, 2001

**FOR:** SYSTEM AND METHOD FOR INSERTION AND  
MODIFICATION OF ADVERTISEMENTS

**GROUP ART UNIT:** 2611

**EXAMINER:** N. VU

**ATTY. REFERENCE:** PONG3002/BEU



**COMMISSIONER OF PATENTS**

**P.O. Box 1450**

**Alexandria, VA 22313-1450**

*Sir:*

Transmitted herewith is a communication/amendment in the above-identified application.

- Small entity status under 37 CFR 1.9 and 1.27 is claimed.  
 No additional fee is required.

The fee, if any, has been calculated as shown below:

Fee Basis	Number of Claims After Amendment	Highest Number Previously Paid For	Extra Claims	Small Entity	Full Fee
Total Claims	-	<sup>1</sup>	= <sup>3</sup>	$\times \$25 =$	$\times \$50 =$
Independent Claims	-	<sup>2</sup>	= <sup>3</sup>	$\times \$100 =$	$\times \$200 =$
<input type="checkbox"/> First Presentation of Proper Multiple Dependent Claim				$+ \$180 =$	$+ \$360 =$
<b>TOTAL</b>					

<sup>1</sup> If less than 20 enter 20.

<sup>2</sup> If less than 3 enter 3.

<sup>3</sup> If less than 0 enter 0.

- Please charge my **Deposit Account Number 02-0200** in the amount of \$ \_\_\_\_\_. A duplicate copy of this sheet is attached.  
 A check in the amount of \$ \_\_\_\_\_ is attached.  
 The Commissioner is hereby authorized to charge any additional fees associated with this communication, including fees due under 37 CFR 1.16 and 37 CFR 1.17 or credit any overpayment to **Deposit Account Number 02-0200**. A duplicate copy of this sheet is attached.  
 Also enclosed is/are:

23364  
Customer Number  
Phone: (703) 683-0500

DATE: April 28, 2006

*Respectfully submitted,*

  
Benjamin E. Urcia  
Attorney for Applicant  
Registration Number: 33,805



PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In re U.S. Patent Application of:** )      **Group Art Unit: 2611**  
                                          )  
**Ta-Ching PONG**                  )      **Examiner: N. Vu**  
                                          )  
**Serial Number: 09/881,815**       )      **Attorney Docket: PONG3002beu**  
                                          )  
**Filed: June 18, 2001**             )      **Confirmation No.: 9271**

**For: System And Method For Insertion And Modification Of Advertisements**

**AMENDMENT AND RESPONSE**

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

Sir:

This paper is in response to the final Official Action dated January 30, 2006.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.